



RAESIN.CO

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A. INTRODUCTION & RESEARCH FINDINGS





Retail Trends



Data Collection Method



Retail Experiential Experience Survey

Hello all~🌟 We are a group of Year 3 Business Studies - Marketing students from Ngee Ann Polytechnic. We are conducting this survey for our Retail Experiential Experience Project, to find out your thoughts and views on the current retail market & trends.

This survey will take approximately 5-8 minutes of your time!

Thank you for your time in doing this survey!!😊

* Required

Gender *

☐ Female

☐ Male



Online Survey through Google Forms

Total Respondents : 88

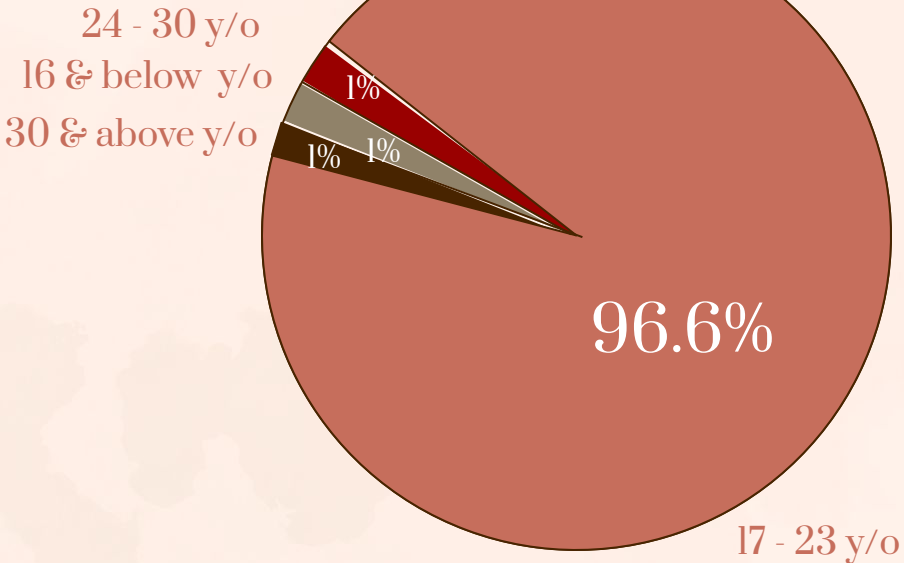




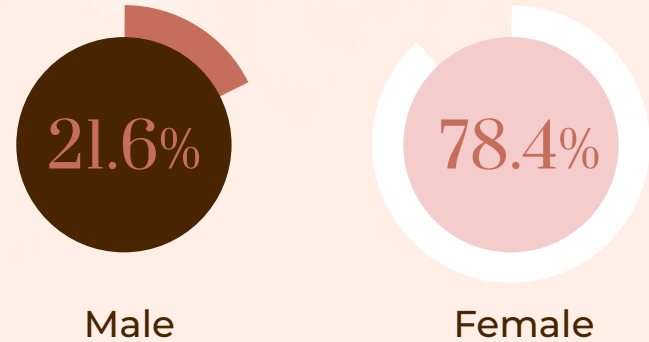
Demographics

Out of 88 Respondents...

Age Group



Gender

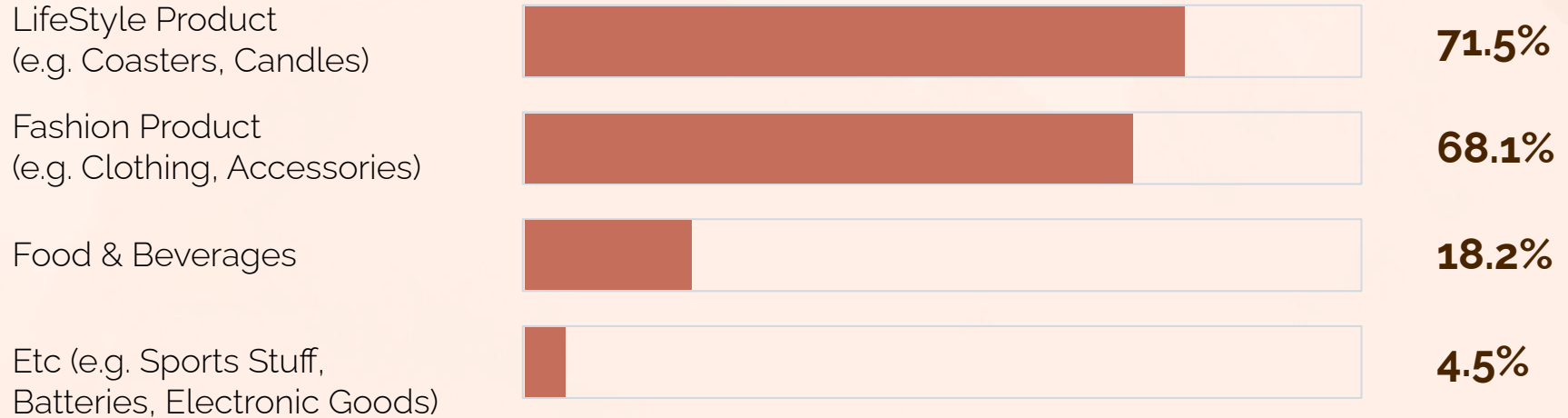


Target Audience: 17 - 23 y/o



Understanding Market Interest

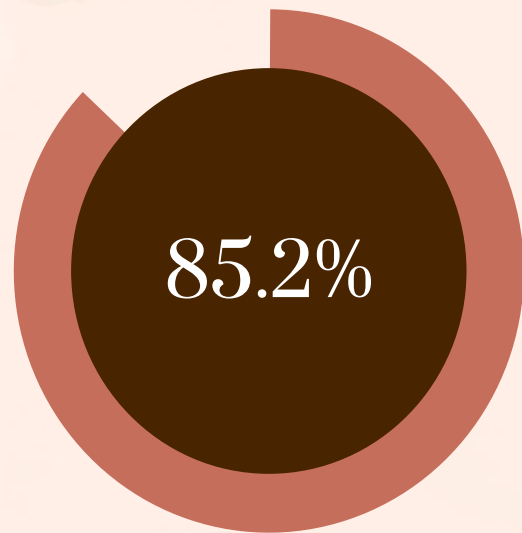
Market Trend Analysis



What product(s) do you usually purchase online?

Majority of the respondents are most likely to purchase Lifestyle and Fashion Products

Awareness of Resin Products



of them have heard of Resin
Products

BUT

23.9%

Have purchase
resin products

Target potential customers



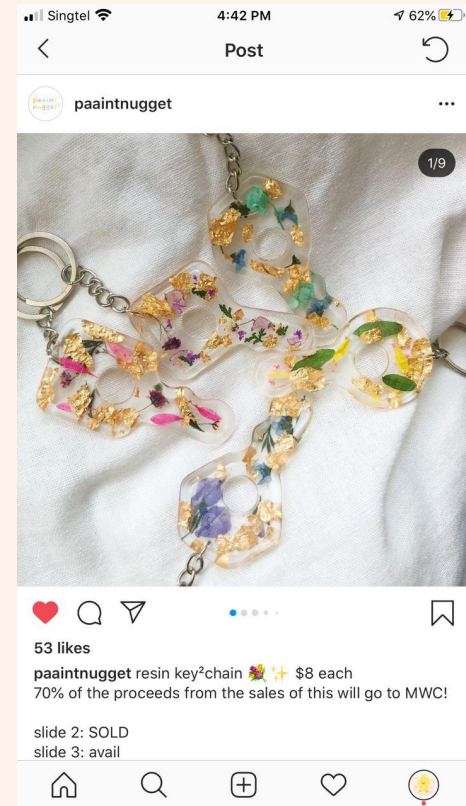
Online Research: Rise of Resin

“Timeless functionality & simple aesthetic”

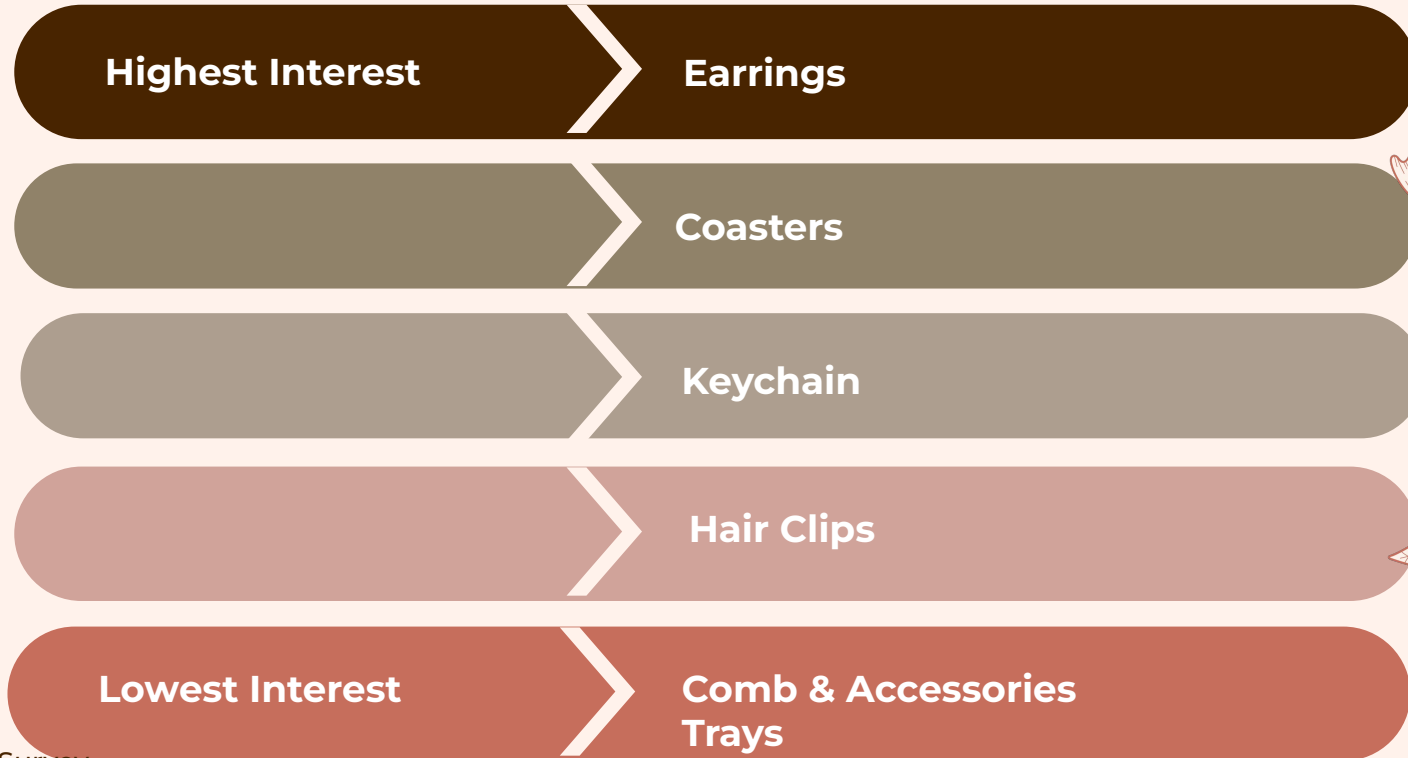
- Used with a variety of mediums
- Endless possibilities
- Cheap & convenient
- Attractive & versatile



Online research: Instagram Pages Selling Resin



Survey Results: Top 5 Products that consumers would be interested in purchasing



Products Chosen to Sell

Fashion Product



Lifestyle Products



Accessories - Earring



Keychain, Coaster & Accessories Tray



Customisation Services



Letterings
(Coasters & Accessories Tray)



Polaroid picture
(Within Coaster)



Choice of flowers
(For backorders only)

Design of Product

Online Research: Dried Flowers

- Etsy reported a 93% increase in searches for dried flowers compared to last year.
- Easily maintained - DIY it yourself
- Voted as a conscious act of purchase



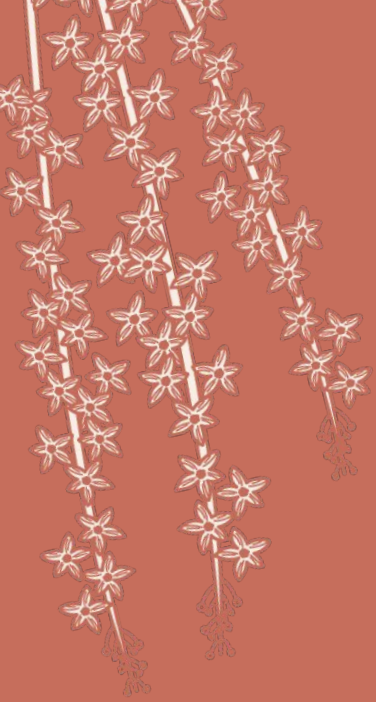
Product Packaging - Sustainability



Christmas Themed Packaging - Cards and Coloured Twines

Kraft Paper - 100% Sustainable made up of all natural ingredients

Twine - Eco-friendly recycled twine



SWOT Analysis

Strengths

- Unique, one of a kind product
- Handmade nature

Opportunities

- Collaborate with like-minded stores
- Expand to other platforms (Etsy)
- Utilise influencers

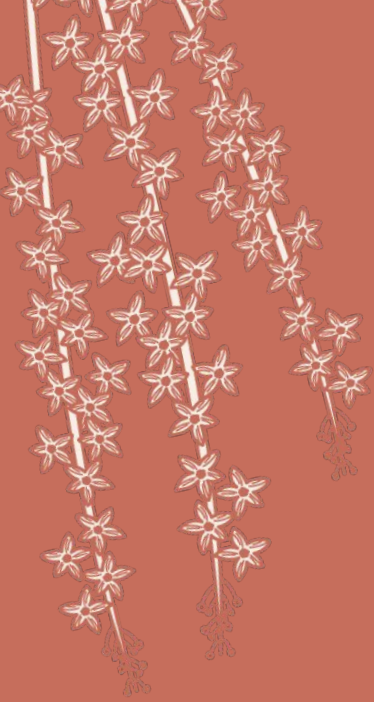
Weaknesses

- Lack of a strong loyal customer base
- High level of time commitment

Threats

- Increasing number of competitors with similar brand stories and offerings

B. CREATIVE RETAIL
PRODUCT IDEAS &
SOLUTIONS SUBMISSION



Innovativeness of Ideas Relevant to SG

Scalability of Business (Production Line)

Limited Manpower

5 members

+

Long Est. Time Taken to Make
Products

2 hours + 2 days + 2 hours = 2 days 4 hours
(Making) + (Drying) + (Assembling)



Work with **Non-profit Organisations**
(scale the production of these handmade
products)



Mission

To create and provide access and opportunities for people with disabilities through the arts.

Vision

A world where people with disabilities are empowered through the arts, contribute to and integrate with the community.

Outsource pricing

\$0.50 / piece

How Did We Derive?

- Still profiting
- Took into account time taken for each piece





Product Cost & Pricing



Pricing Objectives

Main pricing strategy

1. **Competition based pricing**
 - Take reference from competitors pricing.
2. **Target Audience Psychology**

Gross Profit Margin: at least 20%



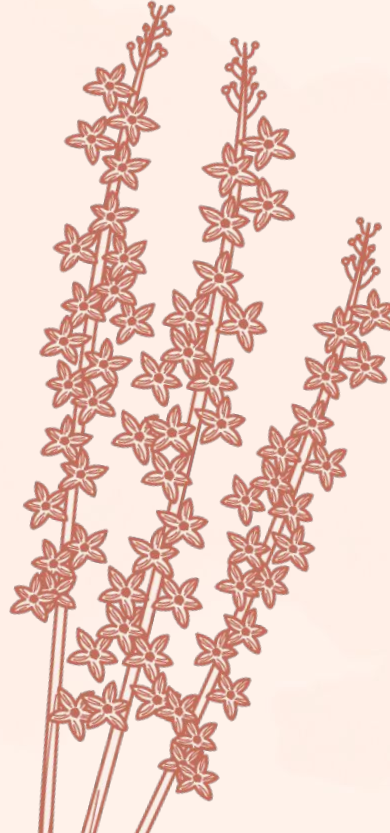
Justification of the prices

Customers Price Sensitivity

Customers tend to be **rather price insensitive** due to the **handmade nature** of the products.

Cost of raw materials + labour Costs

Labour Cost is not calculated for the initial phase (as team consists of founding



Competition

Need to consider the price range set by competitors who **offer similar products**.

Brand Image

Additional Markups are given to maintain the brand image of Raesin. Pricing reflects on the one of a kind nature of products.

Final Product Price List



Accessories Tray
\$15



Coasters
\$13.90



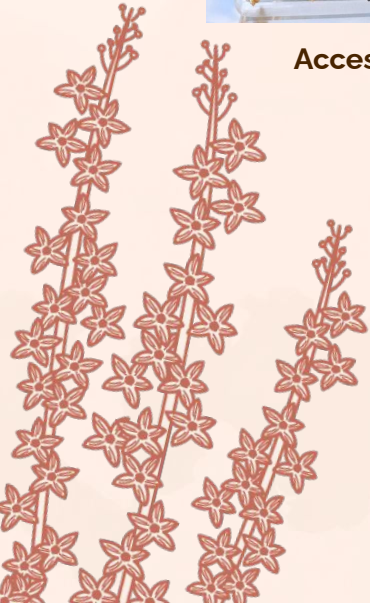
Keychains
\$5



Basic Earrings
\$8.90

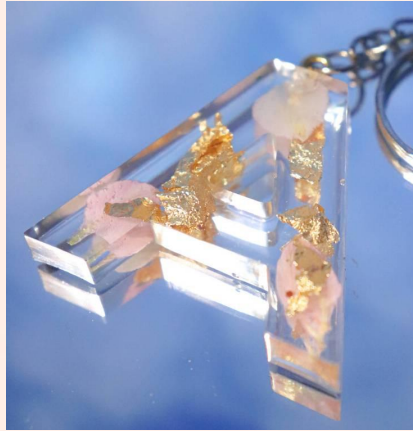


Premium Earrings
\$9.90



Final Product Price List

Customisation Services



Choice of Flowers and Style

Free of Charge for any
backorders



Promotions & Markdowns



BREAKDOWN OF COST

Item	Unit Price	Quantity	Total Price	Shipping	Total Price + Shipping
Resin + Hardener	\$15.85	3	\$47.55	\$0.00	\$47.55
Metallic Foil Flakes	\$1.95	1	\$1.95	\$1.00	\$2.95
Pressed Flowers	\$5.53	1	\$5.53	\$1.00	\$6.53
Keychain Rings	\$2.25	1	\$2.25	\$1.00	\$3.25
Accessories Tray Mold	\$2.35	2	\$4.70	\$1.00	\$5.70
Coaster Mold	\$2.53	2	\$5.06	\$1.00	\$6.06
Earring Mold	\$7.13	1	\$7.13	\$1.00	\$8.13
Keychain Mold	\$9.86	1	\$9.86	\$1.00	\$10.86
Twine String & Flowers	\$23.30	1	\$23.30	\$8.00	\$31.30
Brown Craft Paper	\$13.51	1	\$13.51	\$1.00	\$14.51
Latex Gloves	\$13.00	1	\$13.00	\$0.00	\$13.00
Stamps	\$2.10	1	\$2.10	\$0.00	\$2.10

Total
\$150



MARKUP

	Est. Unit Cost	Initial Selling Price	Final Mark-up (%)	Final Sales Price
Premium Earrings	\$2	\$5.50	80%	\$9.90
Earring	\$1.45	\$4.00	84%	\$8.90
Accessories Tray	\$5.98	\$16.80	60%	\$15.00
Keychain	\$2.02	\$5.62	60%	\$5.00
Coaster	\$5.36	\$15.06	61%	\$13.90



REVISED MARKUP BASED ON

- Competitor's Pricing
- Demand for Product
- Materials required

\$6.90

@resinbloos



Average Competitor's Price

Product	Price
Coaster	\$16.13
Keychain	\$4.88
Earrings	\$12.31
Accessories Tray	\$24.63

\$20

JUSTIFICATION FOR MARK-UP



Earrings

- i. Highest Demand
- ii. Require Additional Materials and Assembling (e.g. ear hooks, ring)
- iii. Uses around 20g - 30g of resin



Coasters

- i. Relatively high demand
- ii. Uses around 200g of resin (most)



- i. Youths (target audience) generally have the financial capacity



Accessories Tray

- i. Competitors Price Highly
- ii. Uses around 150 g of resin



Keychains

- i. Uses the least materials
- ii. Uses around 30g of resin

Promotions & Markdown

Promotions & Markdown			
	Promotions	Markdown	Reasons
Cyber Monday Sales	Buy 1 Coaster/Accessories Tray & receive a free B grade keychain (worth: \$3.90)	Accessories Tray: 26% Coaster: 28%	Clear our existing Accessories Tray/Coaster stocks
Christmas Bundle	2 bundles with discounted items	Bundle A: 32.9% Bundle B: 25%	Create better value
Clearance Sales	50% off all items	As seen in the next slide	To introduce new line

Markdown (Clearance Sales)

Product	Average Price		Cost Price
	Price	Markdown Price	
Coaster	\$13.90	\$6.95	\$5.36
Keychain	\$5	\$2.50	\$2.02
Earrings	\$8.90	\$3.95	\$1.45
Accessories Tray	\$15	\$7.50	\$5.98

- 50% markdown - still above estimated cost of making each product





Brand Story & Marketing Communications





Brand Story

Every gift starts with a beautiful intention.

Ours was simple: we would like to create the perfect gift for you, one that allows you to express your love through the language of flowers. Let us introduce Raesin, the perfect combination of nature, beauty and sustainability. Inspired to capture and preserve the ethereal beauty of flowers in bloom.



Brand Story



Inspired by the floral & fauna in Botanic Garden and Garden by the Bay

Using dried flowers - specifically spring coloured as our
main theme for our resin products. Encapsulating
Singapore's favourite tourist attraction spots



Brand Story



Inspired by Trace Together Token

Compassing a variety of products, we created accessories tray/coasters to allow the easy safekeep and accessibility of tokens, which can be easily placed near entrances of houses.

Brand Story



Inspired by idea of gifting

Idea of gifting of personalised resin products, creates connection and brings about affections, especially during Covid-19 where we are all far apart from one another.



MARKETING COMMUNICATIONS

Main Concepts of Product Listing/Look

- Floral Themed Colour Board
 - Pastel Colours - Blues & Pinks
 - Dried Flowers used as graphics in social posts
- Cloud background
 - Encapsulating free-spirited concept
- Usage of mirrors
 - Reflection of one's ethereal beauty
- Xmas Seasonal Packing
 - Spirit of gifting to people you love



Feasibility of Proposed Innovation Ideas



FEASIBLE

- Products have demand in not only Singapore but overseas markets
- Production can be outsourced to fulfill larger orders
- Profitable to raesin.co, with sufficient margins even during promotions and discounts.



C. E-COMMERCE ONBOARDING





Onboarding of Platforms

PLATFORMS USED



market+



MARKETING STRATEGIES USED

1. **Social Media Marketing on Instagram**

Objective:

- Engage with target audience via posts, stories & direct messaging.
- Gain a following of 100 to kickstart promotion of products.

2. **Conversation Marketing**

Objective:

- Word-of-mouth by family and friends to spread awareness on our brand

3. **Mobile Marketing**

Objective:

- Use of messaging to reach out to customers with high RFM, to encourage 5 repeat sales.



PLATFORM USED: INSTAGRAM

Built our following through:

- Promotion on personal Instagram accounts (6 accounts, ~6782 followers total)
- Word-of-mouth sharing to friends & family

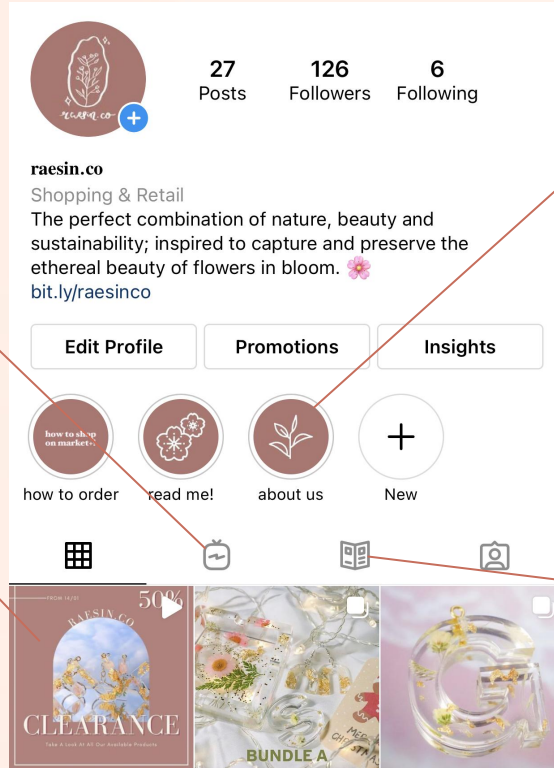
INSTAGRAM FUNCTIONS & CONTENT

IGTV

- Packaging Process

INSTAGRAM POSTS

- Product Photos & Videos
 - How to use products
- Giveaway & Promotions



INSTAGRAM STORIES / HIGHLIGHTS

- How to order on Market+
- Terms & Conditions
- Collection Methods
- Payment Methods
- Keychain Grading System
- Care Instructions (Storage & Cleaning)

INSTAGRAM GUIDE

- Display our collections

INSTAGRAM POSTS: PRODUCTS

- **Teaser & Final product photos were listed on Instagram**

Why?

1. We had a **larger audience** on Instagram that we wanted to market to
2. It was used as a promotional ground to lead customers to visit our Market+ site, **generating traffic and sales for the products on Market+.**

- **However, we also allowed the placing of orders on Instagram DM**

Why?

This allowed **ease of purchase** for our customers, allowing increased likelihood of them deciding to buy.

INSTAGRAM ANALYTICS: PRODUCT POSTS



HOW TO USE OUR COASTER?

display your:

- ✧ hair clips
- ✧ scrunchies
- ✧ accessories-



candle
holder



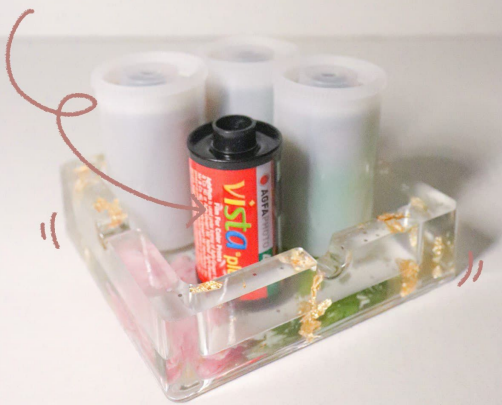
place your glasses on it!
(& never lose it again :p)



INSTAGRAM POST: HOW TO USE PRODUCTS

perfect for:

- ✧ storing films!
- ✧ dumping your items in-



perfect for:

- ✧ storing accessories
- ✧ aesthetic display!



storing your house keys-



The background is a collage of six Instagram-style posts. The top row shows: 1) A post titled 'HOW TO USE OUR COASTER?' with the text 'display your hair clips & bobby pins' and an image of a white ceramic coaster holding several hair clips. 2) A post titled 'candle holder' with an image of a white ceramic candle holder. 3) A post titled 'place your glasses on it! (& never lose it again :p)' with an image of a white ceramic coaster holding a pair of glasses. The bottom row shows: 4) A post titled 'HOW TO USE OUR ASUTRAY?' with the text 'perfect for: jewelry accessories & bobby pins' and an image of a white ceramic tray holding various jewelry items. 5) A post titled 'storing your house keys' with an image of a white ceramic tray holding several keys. The central text 'INSTAGRAM POSTS: HOW TO USE PRODUCTS?' is overlaid on the top row of images.

INSTAGRAM POSTS: HOW TO USE PRODUCTS?

- We provided a variety of creative and aesthetic ways consumers could use our accessories tray and coasters in pictorial form

Why?

1. The accessories tray & coasters were **not doing as well** as the other products.
 2. We concluded that they **may not know how to use it**.
- ★ As Millennials these days rely on visual aesthetics to picture what they can do with the product, we decided that this form of posts would be ideal in giving them more of an **incentive to make purchases**.

INSTAGRAM POST: GIVEAWAY

Caption:

Stand to win an accessories tray and gold-flakes filled earrings!

Here's how to take part:

- 1) Follow us
- 2) Like this post
- 3) Tag 3 friends
- 4) Comment who you'll be gifting these to (optional)
- 5) Share it on your story & tag @raesin.co (if you're private pls send the ss to us!)

Why?

- Drive **engagement** from our audience
- Gain a **higher following**
- Increase **brand awareness**

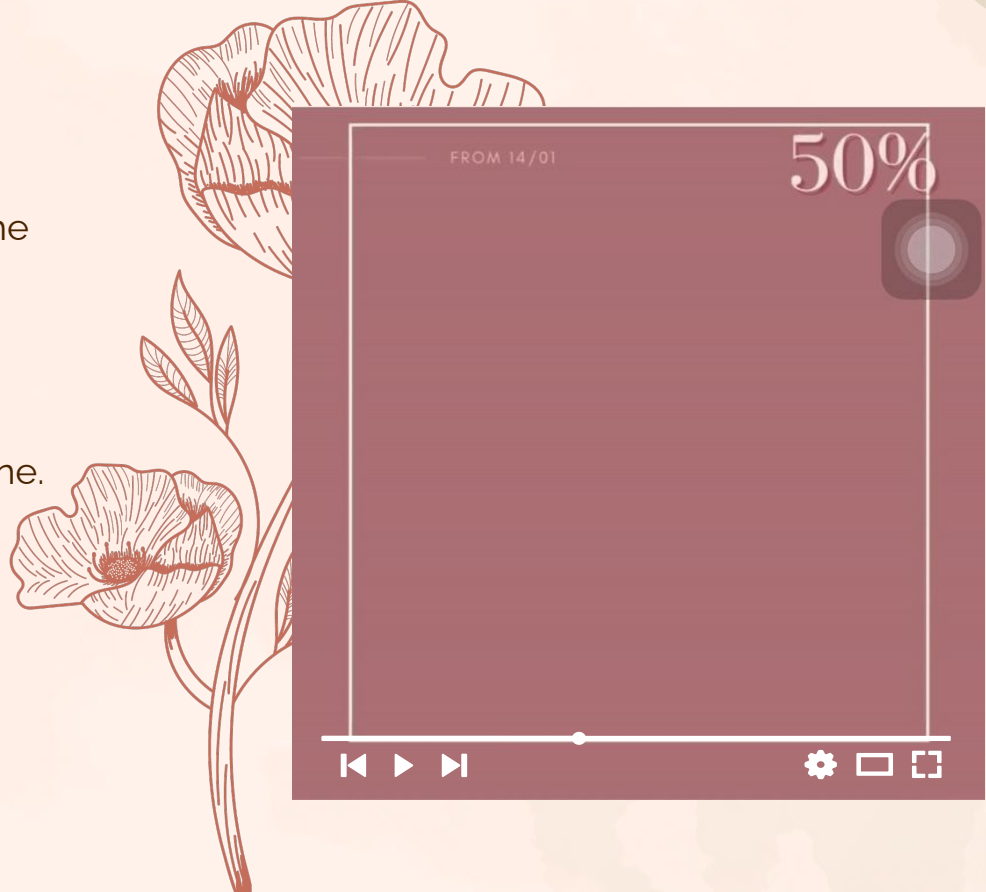


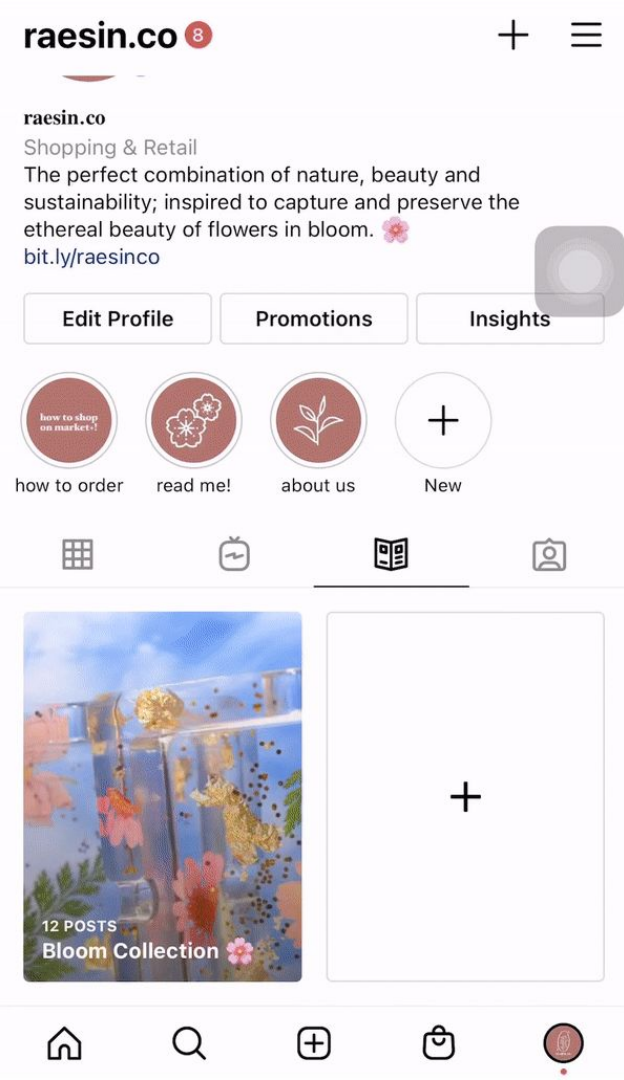
INSTAGRAM POST: CLEARANCE SALE

50% off of existing stock to clear out the remaining available products.

Why?

- Encourage **increased sales**
- Make way for the new product line.





INSTAGRAM GUIDE: OUR COLLECTIONS

- The team created an Instagram guide consisting of all the products, product descriptions and uses for each collection of items.

Why?

- Enable ease of viewing for customers which may spur an **increase in sales**
- Enables the team to promote the guide as a whole on stories (avoids the spamming of individual posts)

ABOUT US



Every gift starts with a beautiful intention. Ours was simple: we would like to create the perfect gift for you, one that allows you to express your love through the language of flowers.

Let us introduce Raesin, the perfect combination of nature, beauty and sustainability. Inspired to capture and preserve the ethereal beauty of flowers in bloom.

Created with love by a group of Year 3 Business Studies - Marketing students from Ngee Ann Polytechnic.

INSTAGRAM STORIES: ABOUT US

- Tells the audience who we are, what we do & why we do what we do.

Why?

- With greater understanding of our values and ideas, they can **relate better to raesin.co** as a brand.





launched
[@raesin.co](https://raesin.co)



order now



dm now / website linked in
[@raesin.co](https://raesin.co) 's bio

INSTAGRAM STORIES: TEASERS / PROMOS

- Stories to reach out to our following and remind them of the new drops & promotions that we have.

Why?

- So consumers will not forget us, and get **actively reminded of raesin.co**, our products and upcoming promotions.





Merry
Christmas

INSTAGRAM STORIES: TEASERS FOR COLLECTION 2

- **Sneak peek of Collection 2, which theme was in conjunction with the seasonal holiday of Christmas**
- **Teaser includes christmas decorations and music**

Why?

- Launched as a collection to allow consumers to buy it as a gift for themselves or others for Christmas - a good **opportunity** as many people buy gifts during this period
- During the December festive period, consumers will get more **attracted and drawn** in by teasers who display the **holiday spirit**.

INSTAGRAM STORIES: HIGHLIGHTS OF FAQ

TERMS & CONDITIONS

- All products are on a first come first serve basis / subjected to availability
- Raesin.co will not be liable for any lost or damaged mail
- Strictly no refund or exchanges
- All items are 100% handmade so do buy only if you're comfortable
- Kindly screenshot and send us the payment confirmation within 24 hours.

HOW TO ORDER

1. Place an order through our website (Link in bio)
2. Orders will be packed and shipped every Friday.
3. Feel free to DM us if you have any questions or doubts.
4. Every resin pieces are uniquely handmade therefore it is strictly on first come first serve basis.

*Kindly make your payment within 24 hours otherwise stocks will be released to other buyers.

RAESIN.CO

POSTAGE

normal mail	SGD 1.50
registered mail	SGD 3.50
self-collection	DM Us!

RAESIN.CO

INSTAGRAM STORIES: HIGHLIGHTS OF FAQ

PAYMENT

paylah/paynow/payanyone
to 9296 0849 within 24
hours of placing an order.

RAESIN.CO

CARE INSTRUCTIONS STORAGE

- Store resin products in a cool, dry environment, away from sunlight.
- Avoid clumping accessories together to prevent tangling & scratching that could damage the products.

RAESIN.CO

CARE INSTRUCTIONS CLEANING

- The safest recommended method to clean resin pieces is with mild soap and water.
- Lightly rinse by submerging then dry it thoroughly with a microfibre cloth.

INSTAGRAM STORIES: HIGHLIGHTS

- **Allows new & existing customers to have better knowledge on how to order from us and how to keep the products purchased in tip-top quality.**

Why?

Customers will not have to look for us/ dm us for enquiries and questions already answered in the faq highlights.

- **Saves our time** that we can use to concentrate on further developing other parts of our business
- **Saves the customers time** from having to wait for a reply from us (this may also cause drop-offs as the ease of purchase is low)



christmas parcel packing! ✨📦📦



raesin.co

26 November 2020

INSTAGRAM TV: PACKAGING VIDEO

- A behind-the-scenes video of our Christmas packaging done for all orders.



Why?

- **Encourage sales** during the Christmas period as the packaging makes it **easily giftable**.
- **Engage our audience** as they usually like to view aesthetic videos such as this for leisure.

303 views · 1 comment



^ Up Next

0:07

ORDERING ON INSTAGRAM



1. Customers send the listed products they wish to buy to us via **Instagram Direct Message (DM)**

hey! thank you for supporting
@raesin.co 🌸💖

your invoice:
letter "J" - \$5.90
normal mailing - \$1.50

total price (incl mailing):
\$7.40

please make payment by:
• paylah/paynow/payanyone to
92960849 (ivy)

payment is to be made within 24
hours & send:
• receipt proof of transfer
• your name
• contact number
• mailing address
• email address (invoice will be sent to
you) 🌸

2. Our team checks on the **availability** of the product

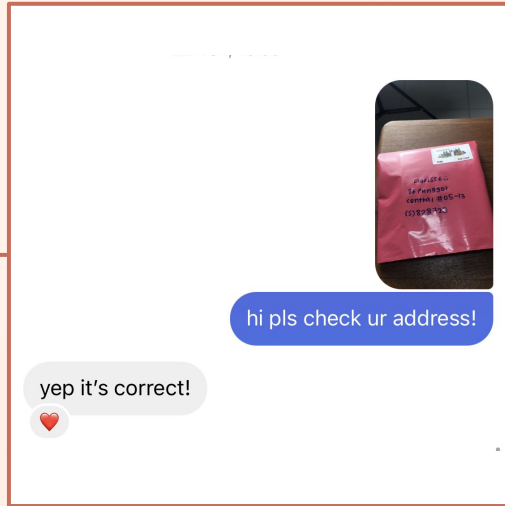
If avail, we will ask for their **collection method** & send an **order confirmation**.

hi! just to inform you , you should have received an invoice via your email.

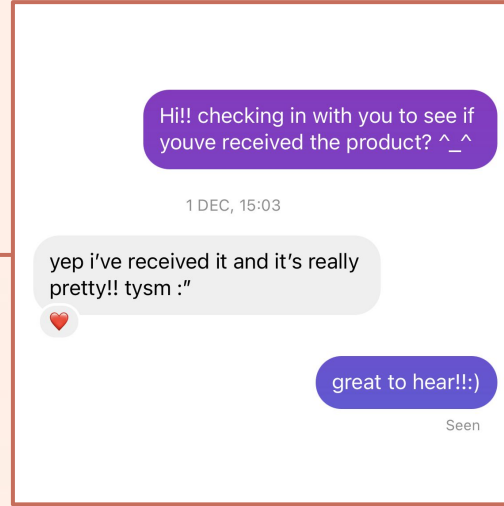
it will state that it is self collection, but not to worry your order will be mailed to you!

3. Using the information given to us by our customers, we place the orders on **Market+** & let them know of the incoming confirmation email.

ORDERING ON INSTAGRAM



4. If they had opted for mailing, we will send **mailing proof** upon postage.



5. We check in with our customers to ensure they have **successfully received** the item + Get **reviews** on it



5. Estimated time needed to complete fulfillment: **1 week**

hi! are u currently accepting customisation of Letter keychains? :)

cos i wanted to get the letter J but it's sold 😞

Hi! Yup we do, but the flowers used might differ, would that be fine with you ☺

what kind will it be? and will the gold flakes will remain? :)

We have similar flowers so we'll be using those! As for the gold flakes, it'll remain too 😊

okiesure! i would like to order 4!! 2 letter J, 1 Letter P, 1 Letter C

WHAT HAPPENS WHEN AN ITEM IS OUT OF STOCK?

We will open backorders for them, and accept personal customisation as well!

Customers can customise the:

- Letter of Keyring (A-Z)
- Colour of Glitter
- Type of Dried Flowers

Waiting Time: 1-2 weeks





market+

PLATFORM USED: MARKET+

Attracting Customers:

- Promotion on official raesin.co Instagram, who had built an initial following, and on our personal Instagram accounts

Curbed Difficulty:

As Market+ had a slight learning curve in placing of orders, a video tutorial was uploaded on our account as well.

Market+
VIEW PROFILE
Log Out

DASHBOARD
CONFIGURATION
PRODUCTS
ORDERS
PROFILE

Products 57

Here are your products.

Sort By: Recently Added
Filter By:

More Action
+ ADD PRODUCT

Bulk Action: Select Options
Show 15 entries

Search

PRODUCT ID	IMAGE	PRODUCT NAME	TYPE	PRICE	QUANTITY	STATUS	ACTION
3955699		BACK ORDER keychain A grade/coaster/ashtray	Normal	\$5.90	286 Pcs.	Approved	...
3955661		Roselle #14					

All products are listed on the Market+ platform, as another mode of viewing, browsing and purchasing for customers who prefer to buy from a website.

raesin.co
The perfect combination of nature, beauty and sustainability.
| Total Products 57

SHOP OWNER

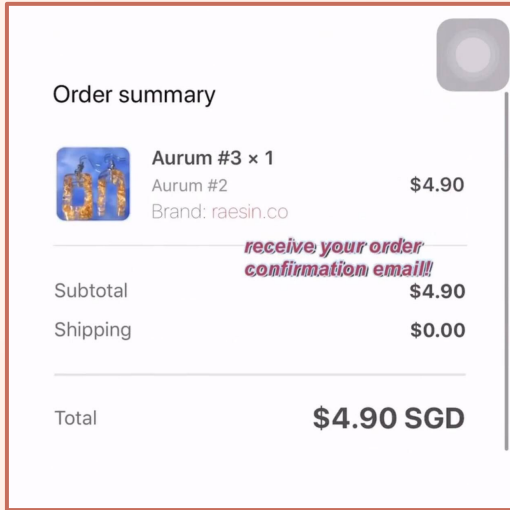
raesin.co
9296 0849
Contact

Seller Products

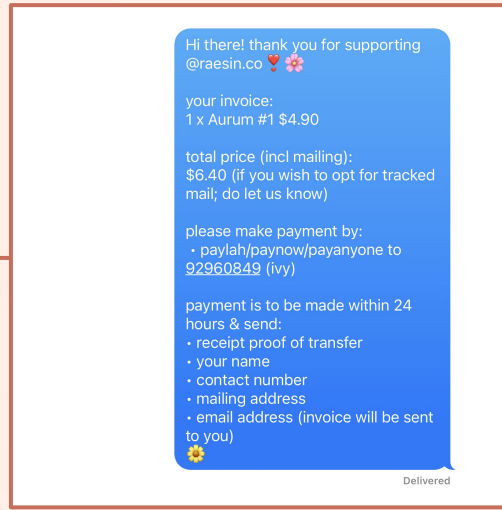
Description

Search

ORDERING ON MARKET+



1. Customers submit an order on the Market+ platform & **confirmation emails** are automatically sent to them.



2. Our team checks on the availability & **contacts the buyers personally** via text message to complete the deal.



3. After the **mode of collection** is confirmed & **payment** is completed, we will send **mailing proof** upon postage.

ORDERING ON MARKET+

Hi ! I just got the earrings today and they are really cute ! I got it for my friend too and she really love it ! Would totally buy again from yall ! 😊

Thank you for the feedback!! Glad you like it :-) Come again soon ❤️

Delivered

ORDER COMPLETE!

5. We check in with our customers to ensure they have **successfully received** the item + Get **reviews** on it

5. Estimated time needed to complete fulfillment: **1 week**





OTHERS: ORDERING FACE-TO-FACE

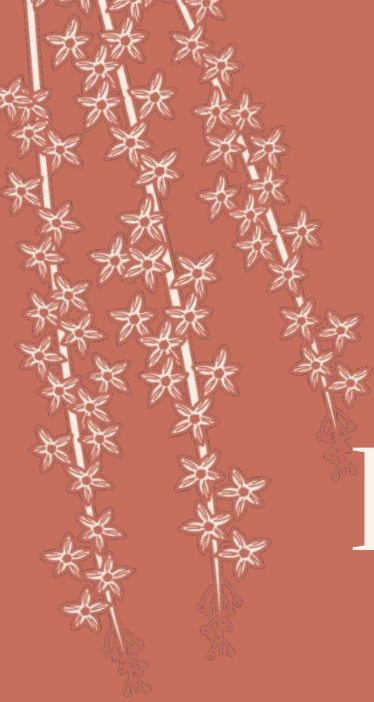
As some customers consisted of lecturers, family and friends, orders and delivery were made personally through the team.

Waiting Time: 3 days - 1 week

Customers personally let us know the products they wish to buy

Payment is successfully made

Orders are packaged & delivered to them personally by the team



Recency Frequency Monetary Analysis

7:34



Jasmine ▾



audio



FaceTime



info

Text Message
Today 7:34 PM

Hi there! Thank you for buying from [Raesin.co](https://raesin.co). We truly am grateful for your support, so here's a small token of appreciation from us! Check out our clearance sale, with 50% off storewide, and an additional \$5 off specially just for you

REACHING OUT TO REPEAT CUSTOMERS

A message sent to customers with high RFM to thank them for the support, giving them a special discount of \$5 off storewide!

Why?

Done to encourage more purchases & turn them into loyal customers of raesin.co





Any more of this?

10:38 PM



And this

10:38 PM

REACHING OUT TO REPEAT CUSTOMERS

A message sent to customers with high RFM to thank them for the support, giving them a special discount of \$5 off storewide!

Why?

Done to encourage more purchases & turn them into loyal customers of raesin.co

Status: Successful

Buyer came back and bought 5 more pairs of earrings from us after receiving

Hi Ivy I want to buy two more earrings tomorrow pls bring all your stocks :)

7:25 PM

Retail Analytics



RFM Analysis Table

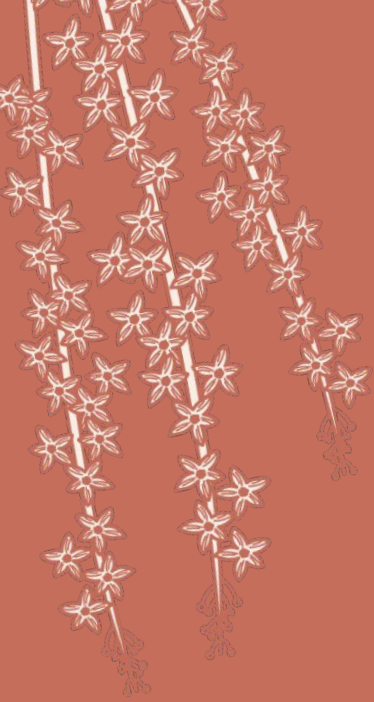
Customers	Recency	Frequency	Monetary Value	Total Points
Clarisse	1	1	2	4
Phoebe	1	1	4	6
Yueyi	2	1	1	4
Anastasia Tan	2	1	1	4
Rashvin Kaur	2	1	2	5
Rina Yeo	3	1	1	4
Gina Tan	3	1	2	6
Lila Hong	3	1	3	7
Kevin Chua	5	2	5	12
Brandon	4	1	2	7
Jasmine Ang	5	2	5	12
Sarah Chew	4	1	2	7
Kimberly Ng	5	1	5	11
Masha	5	1	1	7

Retail Analytics



Sales & Marketing Analytics

- Sales Analytic from Market +
- Marketing Analytics from Instagram
- Effectiveness of campaign and product launches



Sales Analytics

Sales Analytics - General



Gross Margin: \$127.20
GMROI: 2.54

Total number of products sold: 41 products

Total revenue made: \$320.70

Promotions & Discounts given: \$43.50

Cost of goods sold: \$150

Total profits: \$127.20

Total revenue in November
\$52

Consist of 1st
Launch & Cyber
Monday Sales

Total revenue in December
\$156.20

Consist of 2nd
Launch & Christmas
Bundle

Total revenue in January
\$112.50

Clearance Sales

Sales Analytics - Top Selling Products

Alphabet Keychains

Total no. sold: 21

Total Sales: \$105



Basic Earrings

Total no. sold: 9

Total sales: \$80.10



Premium Earrings

Total no. sold: 7

Total sales: \$69.30

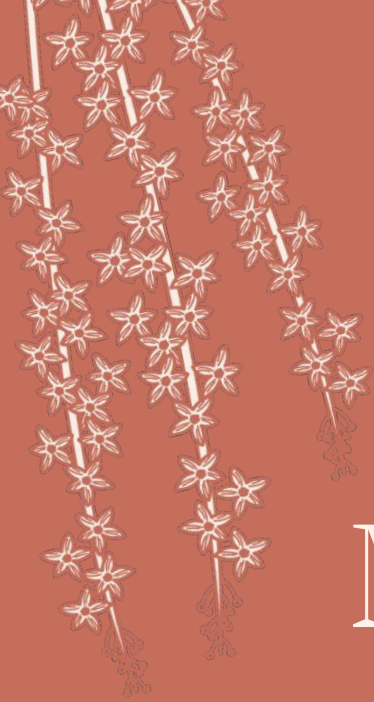


Profit Loss Statement

(from the period of 11 November 2020 to 29 January 2021)

Revenue	(\$)	(\$)
Sales	320.70	
Less: Discounts and Promotions	(43.50)	
Net Sales		277.20
Expenses		277.20
Cost of Goods Sold	(150)	
Net Profit		127.20

Gross Profit Margin: 40%

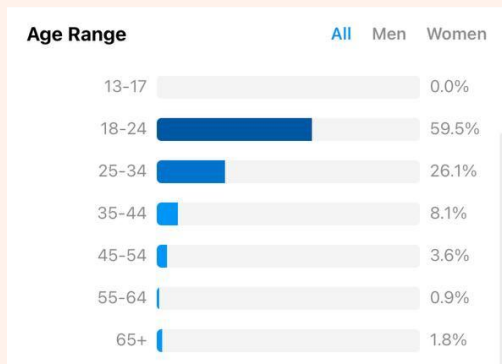


Marketing Analytics

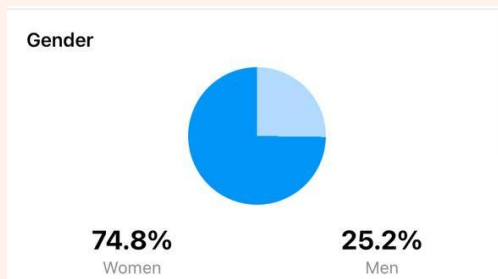
Marketing Analytics - Instagram

Followers: 125

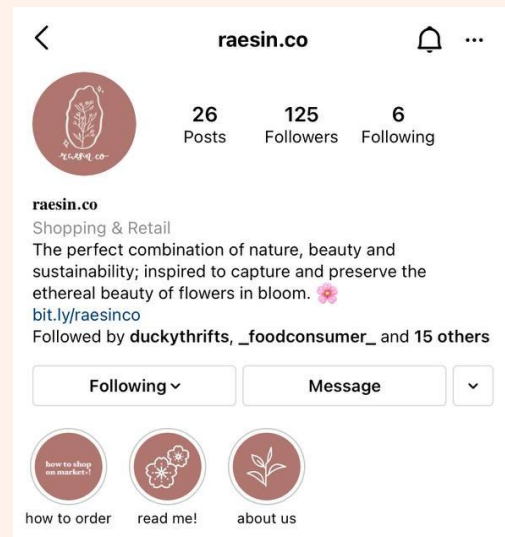
Audience Demographic:



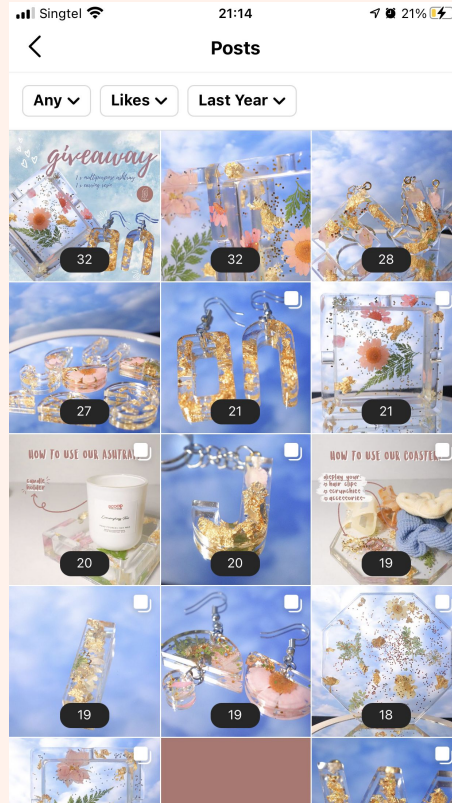
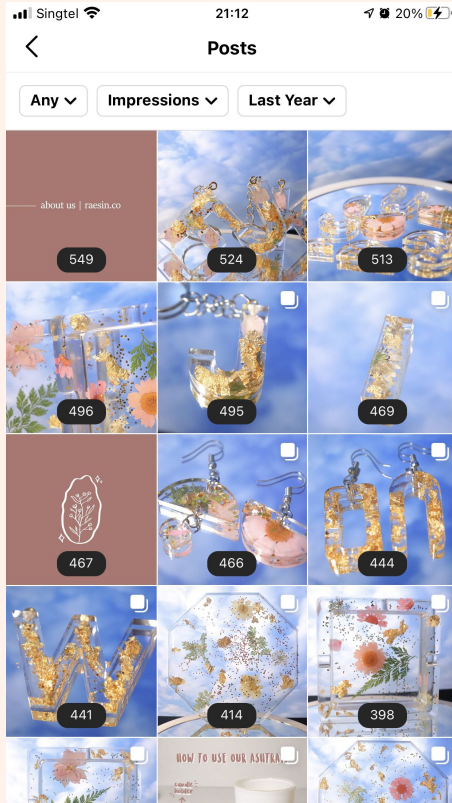
Main Age Range:
18-34 years old



Gender: Mostly females



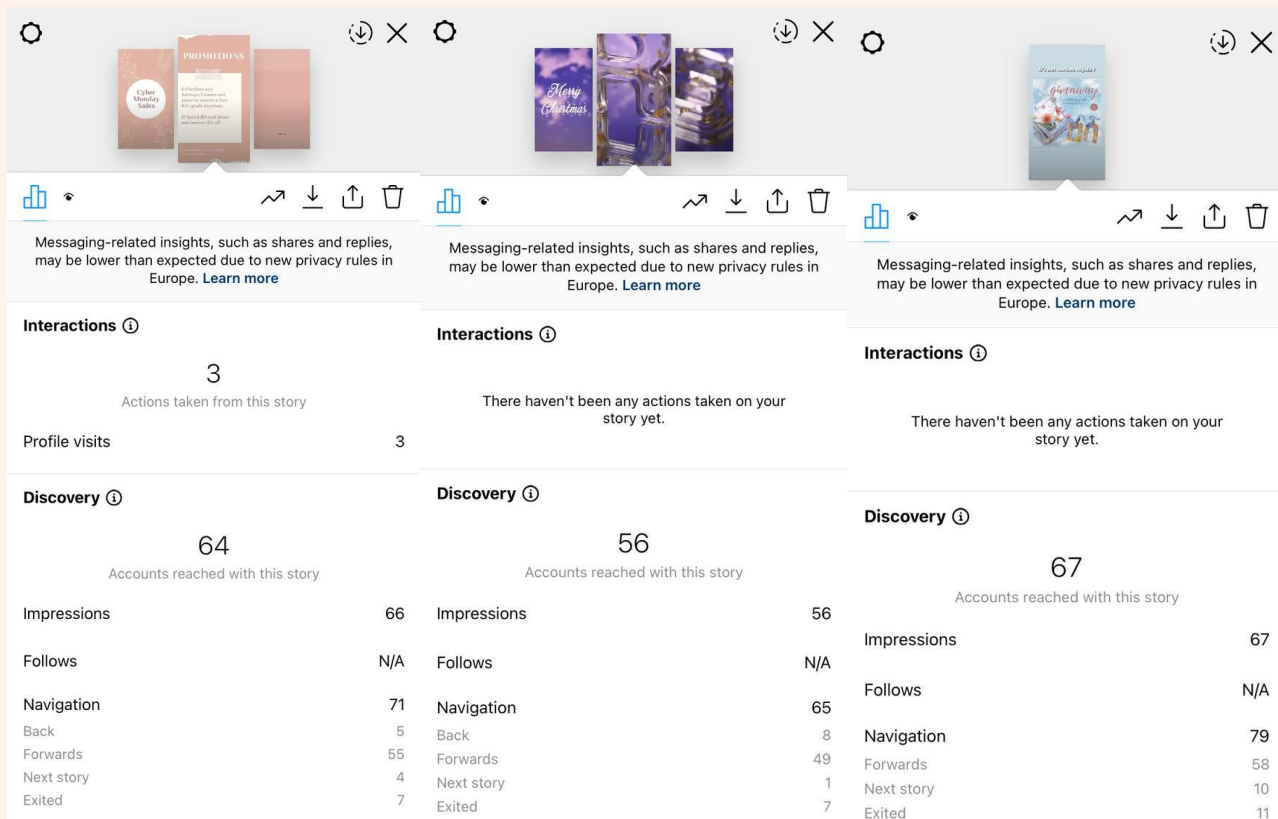
Instagram Posts



Average Impressions: 400 - 500
Average Likes: 18 - 32 likes



Instagram Stories



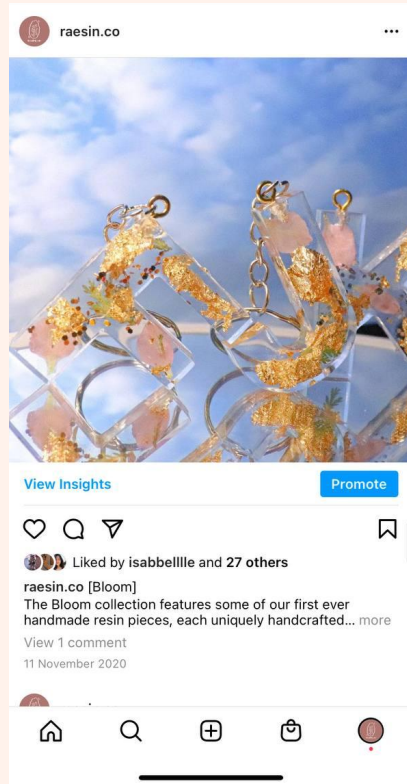
Average Impressions:
50-68

Actions taken from the story:
0-3

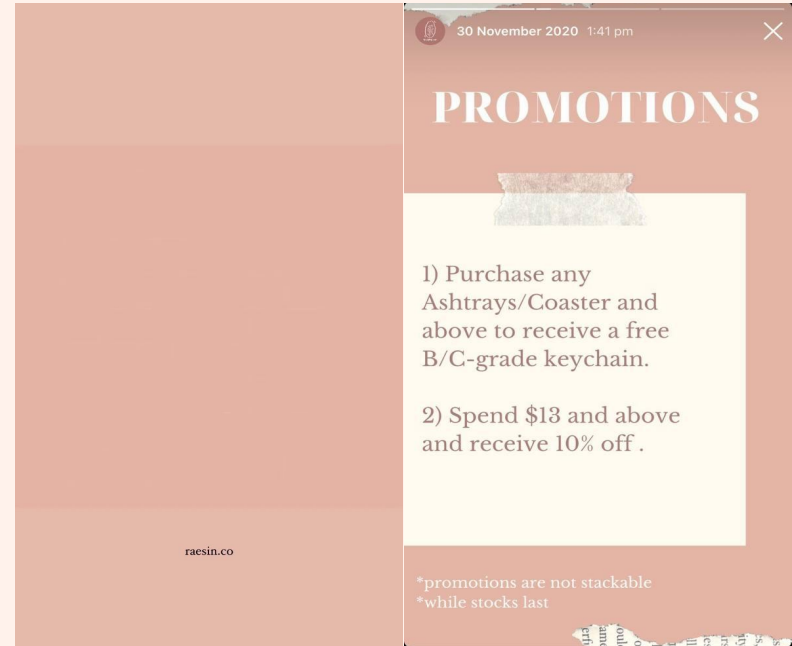
Timeline



November



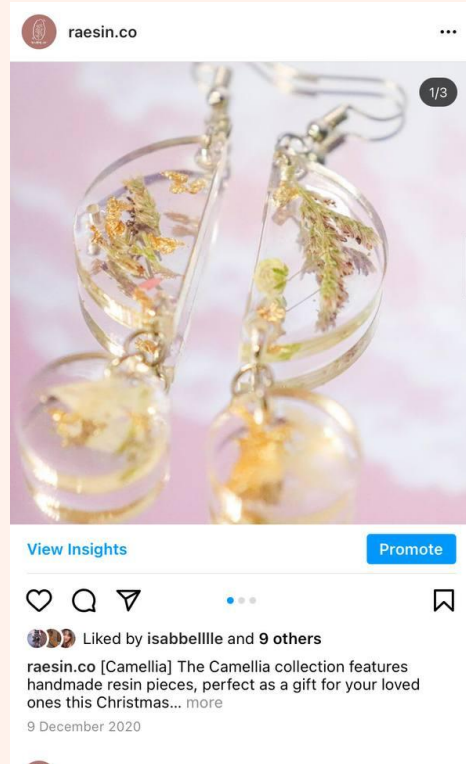
1st launch



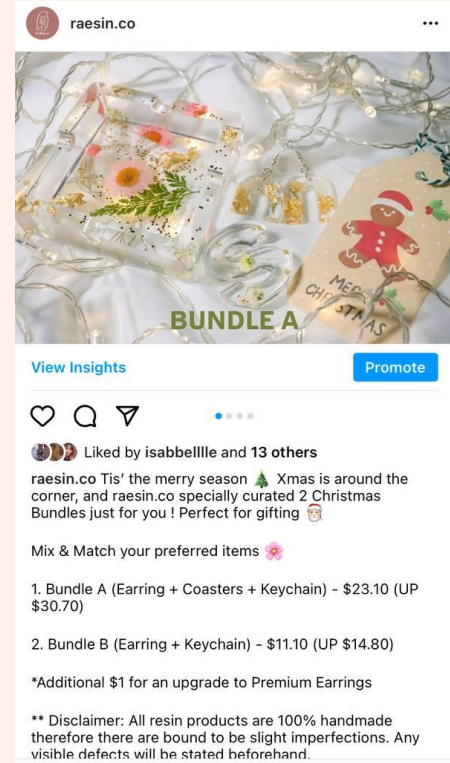
Cyber Monday

- Discount upon purchase
- Free gifts

December



2nd Launch



Christmas Bundle Sales

January



Clearance Sales
- 50% of all items

Effectiveness of campaigns & product launches

	1st Launch	Cyber Monday Sales	2nd Launch	Christmas Bundle	Clearance Sales
Likes/Views	13 - 26	100	9-10	13	77
Enquiries	7	5	9	6	11
Purchases	\$31.60	\$20.40	\$100.20	\$56	\$91.40
% of total sales	60.8%	39.2%	64.1%	35.9%	81.2%
Effective?	No	No	Yes	No	Yes

Effectiveness of Giveaway Post

No. of new followers: 8

Reach through tagged accounts: 60

No. of comments: 21

Likes: 32

New purchases: 4



[View Insights](#)

[Promote](#)



 Liked by isabellille and 31 others

[raesin.co](#) [GIVEAWAY]

Stand to win an ashtray and gold-flakes filled earrings

Here's how to take part:

- 1) Follow us
- 2) Like this post
- 3) Tag 2 friends

Comments



[teojoyluckclub](#) [@adeexiee](#) [@crystalraechel](#)
[@shopownersstoprequestingpls](#) giving these to all my friends for Christmas 🙏

6w 2 likes Reply



[crystalraechel](#) [@teojoyluckclub](#) wow it's gonna be a merry merry christmas 🥰

6w Reply



[nicoloddeon](#) [@shroomegg](#) [@hyeri_su](#)
[@jingleminglezzz](#) my friends 🥰

6w Reply



[_foodconsumer_](#) [@zoeytaty](#) [@grr_2222](#)
[@chikabowwowzers](#)

6w 1 like Reply



[syafiqahzndn](#) [@syahirahzndn](#) [@syazwi_zndn](#)
[@s.y.a.f.i.q.a.h_](#) my mum :))

6w Reply



[nutfitsco](#) [@valeny.co](#) [@kimmycollective](#)
[@gee.kcloset](#)

6w Reply



[angstycloset](#) [@gwenleesy](#) [@abductorpollicis](#)
[@clazyoverclay](#) my bestie!!!

6w Reply



[clazyoverclay](#) [@angstycloset](#) [@gwenolabars](#)
[@abductorpollicis](#) my pal!

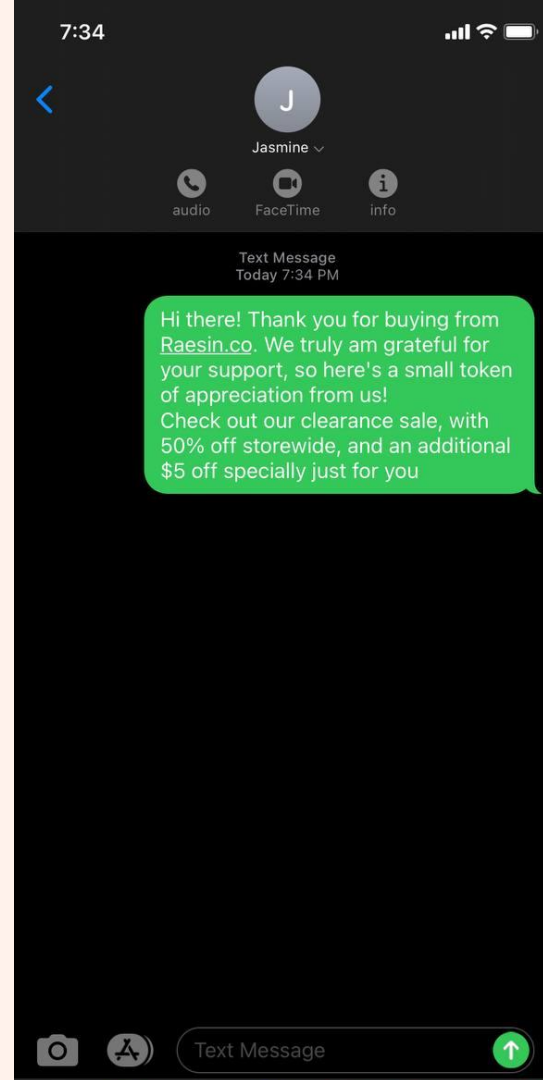
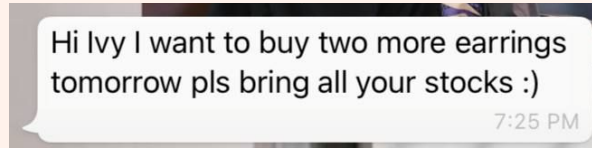
6w Reply

Effectiveness of RFM Analysis

No. of new orders: 5

Total revenue: \$21.10

(After discounts & promotions)





Business Plan



Management Team

Marketing Manager

Logistics Manager

Purchasing Manager

Finance Manager

Operations Manager



Business Goals

Short Term (Within 1 year)	Long Term (Within the next 3-5 years)
1. Reach 1,000 followers on Instagram 2. Set up of Facebook Business Page 3. Reach 500 likes on Facebook Page 4. Onboard to Etsy 5. Collaborate with like-minded business	1. Generate a loyalty program for customers 2. Expand to SEA market 3. Collaborate with bigger fashion brands

Competitors



@elea_crafts

Product Range: Bookmarks, Coasters and Accessories tray

Price Range: \$4 to \$15



@resinbloos

Product Range: Earrings & Hair Clips

Price Range: \$9.90 to \$15.90



@tinker.aerie

Product Range: Coasters, Earrings, Hair Clips

Price Range: \$9.90 to \$21.90



@resincreates.co

Product Range: Comb, Earrings, Coasters

Price Range: \$12 to \$18



Evaluation & Review



Evaluation of the Analytics



Coasters / Accessories Tray



Premium Earrings



Basic Earrings



Alphabet Keychains

Review

In terms of number of quantity being sold, Alphabet keychains, Basic and Premium Earrings have more potential to remain as a fixed merchandise whereas coaster/accessories tray can be on a personalisation request basis.

Evaluation of the Analytics



1st Launch Designs

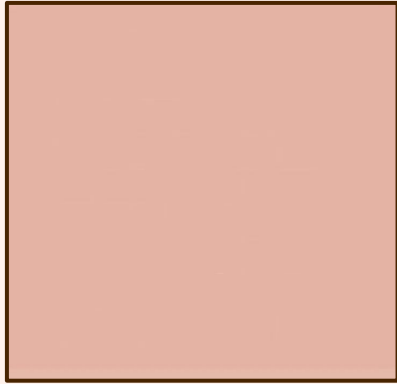


2nd Launch Designs

Review

Future designs should follow 2nd Launch style.

Evaluation of the Analytics



Cyber Monday Sales
(10% discount)



Christmas Bundle
(25% discount)



Clearance Sales
(50% discount)

Review

Prices of the items might be too expensive.
Thus, people are only willing to buy at a low markdown.

Effectiveness of Digital Marketing Strategies

1. Social Media Marketing on Instagram

Objective:

- Engage with target audience via posts, stories & direct messaging.
- Gain a following of 100 to kickstart promotion of products.



2. Conversation Marketing

Objective:

- Word-of-mouth by family and friends to spread awareness on our brand



3. Mobile Marketing

Objective:

- Use of messaging to reach out to customers with high RFM, to encourage 5 repeat sales.



Review

- Social media marketing has been very effective.
- Messaging has helped to encourage some repeat sales, thus reaching our objective.

CHALLENGES





CHALLENGES FACED

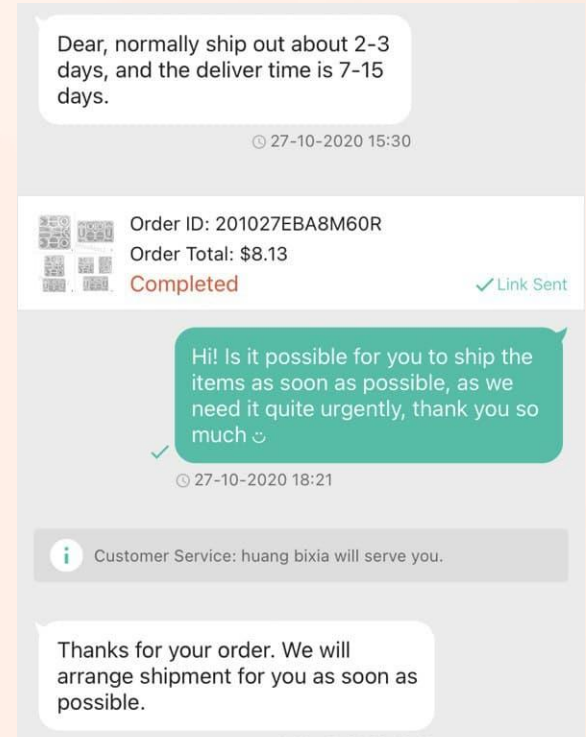
1. Operation Issues: Defected earring

- Solution: Offered a mix-and-match of different pairs to make up for it

CHALLENGES FACED

2. Supplier Management: Supplier Activities

- Long lead Time
- Problems with shipping of Flowers





Future Business Plan



Offer Broader Customisation Options



**Polaroid Picture within the
coaster**

\$4



**Lettering in Coasters and
Accessories Tray**

\$0.70 for every letter

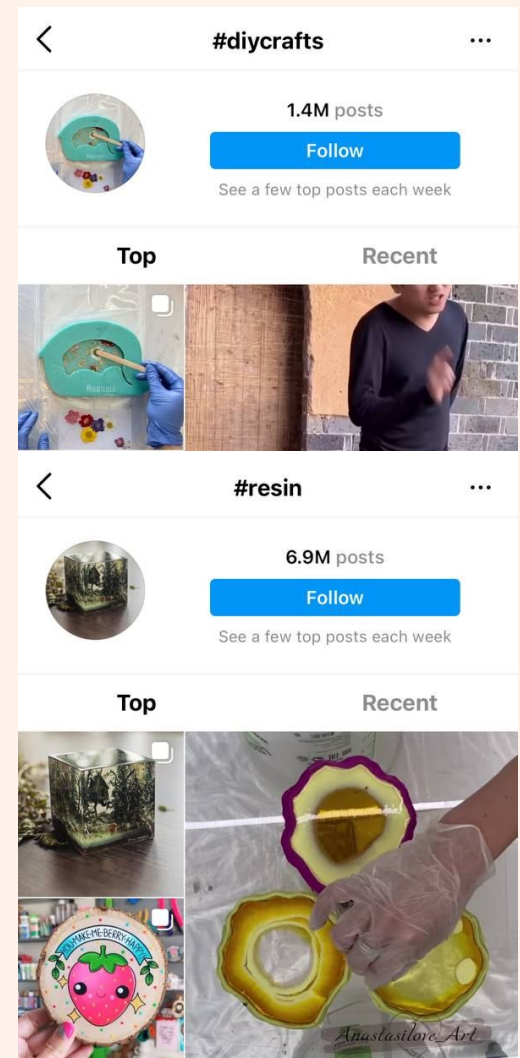


Choice of Flowers and Style

Free of Charge for any
backorders

Social Selling

1. Engaging with our past customers
 - Share their reviews about the products
 - Share how can our accessories be used in people's daily lives
 - Uploading of different fashion styles to match our accessories
2. Follow fashion and DIY hashtags on Instagram
 - Start including hashtags on our post to increase engagement and reach to prospective customers



Collaborate with like-minded brands

Engaging with Stores who are selling complementary products

- Enable us to reach out to similar target markets



Influencers

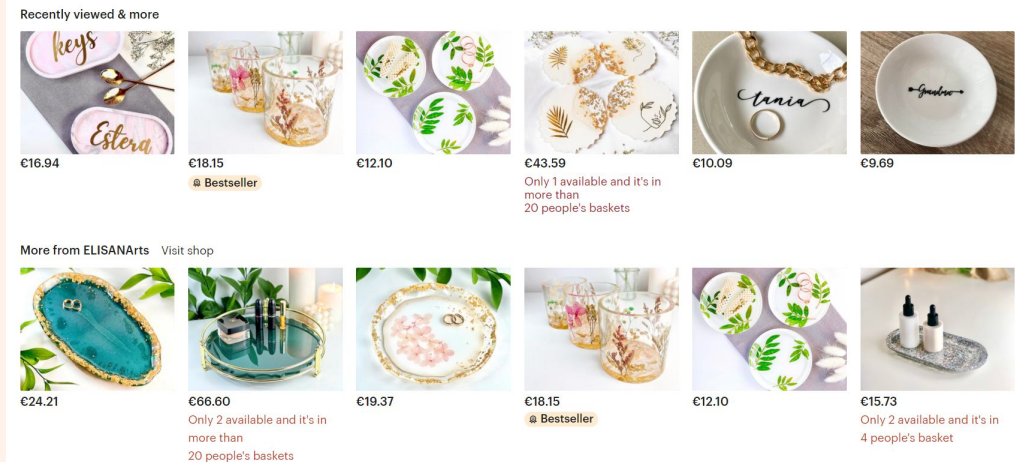
Engaging with influencers with

- Audience segment within our target group (17 - 23 years old)
- Interest in arts and DIY accessories

Examples: @annettelee & @lielnicole



Expand to Etsy



01

Focused on
handmade or
vintage items and
craft supplies

02

Over 60.27 million
buyers as of Q2 of
2020

03

Ranked 10th on the
world's top online
marketplaces 2020

04

Up to 266.3 million
visits per month



THANK YOU

